



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 205753 /		<u>Alt Order #</u> 06852719
<u>Product</u> FRIENDS/CHRIS MURPHY		
<u>Contract Dates</u> 09/17/12 - 09/23/12		<u>Estimate #</u>
<u>Advertiser</u> POL/Murphy for Senate (D)		<u>Original Date / Revision</u> 09/14/12 / 09/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petty Philadelphia	<u>Sales Office</u> Petty/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> FOCM	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Message & Media Inc
100 Albany Street
New Brunswick, NJ 08901
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WTNH	09/17/12	09/21/12	News 8 @ 5a-6a	5a-6a		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$250.00	0.00			
N 2	WTNH	09/17/12	09/21/12	News 8 @ 5a-6a	5a-6a		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$300.00	0.00			
N 3	WTNH	09/17/12	09/21/12	News 8 @ 6a	6a-7a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$350.00	0.00			
N 4	WTNH	09/17/12	09/21/12	GMA	7a-9a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$350.00	0.00			
N 5	WTNH	09/22/12	09/23/12	SaSu 6a-8a	6a-8a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----SS				2	\$150.00	0.00			
N 6	WTNH	09/22/12	09/23/12	GMA SaSu	8a-9a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----SS				1	\$300.00	0.00			
N 7	WTNH	09/23/12	09/23/12	ABC This Week	9a-10a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S				1	\$350.00	0.00			
N 8	WTNH	09/17/12	09/21/12	M-F 9a-10a	9a-10a		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$250.00	0.00			
N 9	WTNH	09/17/12	09/21/12	The View	11a-12p		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$450.00	0.00			
N 10	WTNH	09/17/12	09/21/12	News 8 Noon	12p-1230p		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$300.00	0.00			
N 11	WTNH	09/17/12	09/21/12	Katie	3p-4p		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$300.00	0.00			
N 12	WTNH	09/17/12	09/21/12	M-F 4p-5p	4p-5p		:30				NM	5	\$1,750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
205753 /	06852719

Contract Dates	Product	Estimate #
09/17/12 - 09/23/12	FRIENDS/CHRIS MURP	

Advertiser	Original Date / Revision
POL/Murphy for Senate (I	09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$350.00	0.00			
N 13	WTNH	09/17/12	09/21/12	News 8 5p-6p	5p-6p		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$500.00	0.00			
N 14	WTNH	09/17/12	09/21/12	News 8 6p Weather BB	6p-630p		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$700.00	0.00			
N 15	WTNH	09/22/12	09/22/12	Sa News 8 @ 7p	7p-730p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$300.00	0.00			
N 16	WTNH	09/23/12	09/23/12	Su News 8 @ 6p	6p-630p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$350.00	0.00			
N 17	WTNH	09/17/12	09/21/12	M-F 7p-730p	7p-730p		:30				NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$1,400.00	0.00			
N 18	WTNH	09/17/12	09/23/12	Late News 8	11p-11:35p		:30				NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTFSS				5	\$800.00	0.00			
N 19	WTNH	09/17/12	09/21/12	General Hospital	General Hospital		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$300.00	0.00			
N 20	WTNH	09/21/12	09/21/12	Fri Hour 3	10p-11p		:30				NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$2,100.00	0.00			
Totals										0.00		77	\$36,700.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/23/12	77	\$36,700.00	\$31,195.00
Totals	77	\$36,700.00	\$31,195.00

Signature: _____ **Date:** _____

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1 of 3

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

21-9-14

In	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	09/17-09/21	M-F	5A-530A	5	:30	\$250.00	3	5	---	1	\$1,250.00	---
	Buyline Comment: GD MRN CT											
2	09/17-09/21	M-F	530A-6A	5	:30	\$300.00	3	5	---	1	\$1,500.00	---
	Buyline Comment: GD MRN CT											
3	09/17-09/21	M-F	6A-7A	5	:30	\$350.00	3	5	---	1	\$1,750.00	---
	Buyline Comment: GD MRN CT											
4	09/17-09/21	M-F	7A-9A	5	:30	\$350.00	3	5	---	1	\$1,750.00	---
	Buyline Comment: GMA											
5	09/22-09/23	SA-SU	6A-8A	2	:30	\$150.00	3	2	---	1	\$300.00	---
	Buyline Comment: GM CT WKEND											
6	09/22-09/23	SA-SU	8A-9A	1	:30	\$300.00	3	1	---	1	\$300.00	---
	Buyline Comment: GMA WKEND											
7	09/23-09/23	SU	9A-10A	1	:30	\$350.00	3	1	---	1	\$350.00	---
	Buyline Comment: THIS WEEK											
8	09/17-09/21	M-F	9A-10A	5	:30	\$250.00	3	5	---	1	\$1,250.00	---
	Buyline Comment: DR PHIL											
9	09/17-09/21	M-F	11A-12P	5	:30	\$450.00	3	5	---	1	\$2,250.00	---
	Buyline Comment: THE VIEW											
10	09/17-09/21	M-F	12P-1230P	5	:30	\$300.00	3	5	---	1	\$1,500.00	---
	Buyline Comment: NEWS											

Station WTNH-TV NEW HAVEN, CT.
 Advertiser () FRNDS OF C. MURPHY
 Product FRIENDS/CHRIS MURPHY
 Estimate#
 Buyer LEAH CASTERLIN
 Phone#
 Fax#

Agency () MESSAGE & MEDIA
 100 ALBANY ST.
 NEW BRUNSWICK, NJ 08901
 Agency C/P1/P2/E
 Flight Dates 09/17/2012 - 09/23/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () KATE BRADY
 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
12	09/17-09/21	M-F	3P-4P	5	:30	\$300.00	3	5		1	\$1,500.00	
	Buyline Comment: KATIE COURIC											
13	09/17-09/21	M-F	4P-5P	5	:30	\$350.00	3	5		1	\$1,750.00	
	Buyline Comment: JUDGE JUDY											
14	09/17-09/21	M-F	5P-6P	5	:30	\$500.00	3	5		1	\$2,500.00	
	Buyline Comment: NEWS											
15	09/17-09/21	M-F	6P-7P	5	:30	\$700.00	3	5		1	\$3,500.00	
	Buyline Comment: NEWS											
16	09/22-09/22	SA	7P-730P	1	:30	\$300.00	3	1		1	\$300.00	
	Buyline Comment: NEWS											
17	09/23-09/23	SU	6P-630P	1	:30	\$350.00	3	1		1	\$350.00	
	Buyline Comment: NEWS											
18	09/17-09/21	M-F	7P-730P	5	:30	\$1,400.00	3	5		1	\$7,000.00	
	Buyline Comment: JEOPARDY											
19	09/17-09/23	M-SU	11P-1135P	5	:30	\$800.00	3	5		1	\$4,000.00	
	Buyline Comment: LATE NEWS											
22	09/17-09/21	M-F	2P-3P	5	:30	\$300.00	3	5		1	\$1,500.00	
	Buyline Comment: GENERAL HOSP											
23	09/21-09/21	F	10P-11P	1	:30	\$2,100.00	3	1		1	\$2,100.00	
	Buyline Comment: 20/20											

Rep Order# 6852719 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/14/2012 1:07 PM
Last Received: 09/14/2012 12:48 PM

Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () FRNDS OF C. MURPHY
Product FRIENDS/CHRIS MURPHY
Estimate#
Buyer LEAH CASTERLIN
Phone#
Fax#

Agency () MESSAGE & MEDIA
100 ALBANY ST.
NEW BRUNSWICK, NJ 08901
Agency C/P1/P2/E
Flight Dates 09/17/2012 - 09/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Report Totals: 77 / \$36,700.00

---SALES MONTHLY TOTALS---

Sep 12: 77 / \$36,700.00
Sales Totals: 77 / \$36,700.00
Station Totals: 77 / \$36,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$121,846	CABL 0%	WCCT 0%	WCTX 0%	WFSB 59%	WHCT 0%
		WRDM 0%	WTIC 10%	WTNH 30%	WUVN 0%	WVIT 0%
		XXX 0%				

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE